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Barclay
Norway

To: Mr. J.-E. Grönlund

Date: 1st November, 1983

From: H. Gaisch

Number:
see distribution list

Subject: BARCLAY NORWAY

This is in response to your memo of 26th October on the above subject:

Brown & Williamson (BAT) have exploited an ambiguity of definitions of the analytical smoking procedure for the determination of "tar" and nicotine in cigarette smoke when using a "by-pass" filter on the BARCLAY cigarette and claiming a "tar" yield of 1 mg.

By a series of court decisions, following a challenge by the FTC, Brown and Williamson are now forced to drop the 1 mg "tar" claim for BARCLAY in the United States.

It is now up to the authorities of each country to make sure that the "tar" yield for BARCLAY (or indeed any other cigarette with a by-pass filter) is correctly declared.

All national and international testing methods for "tar" and nicotine are based on the CORESTA Standard Methods No. 10 and 12.

By clarifying the definition of the nature of "mainstream smoke" of the cigarette and of "leakage" at the cigarette holder during analytical smoking, the ambiguities can be removed, and cigarettes with a by-pass filter could be tested in a manner comparable to all other cigarettes.

The enclosed paper given by me last week at the CORESTA Smoke Study Group meeting in Florence describes in detail which clarifications are required. In fact, all that is needed is a change of the passage relative to "leakage" in conjunction with the ISO definition of mainstream smoke:

- * ALL AIR THAT ENTERS THE CIGARETTE HOLDER APART FROM
- * THE MAINSTREAM SMOKE IS CONSIDERED TO BE LEAKAGE.

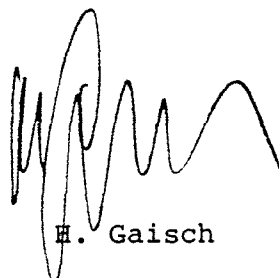
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By adopting this definition of "leakage" for national testing procedures, it would be possible to test cigarettes with a by-pass filter correctly.

This could, in practice, either be done by using a so-called "Copeland Holder" instead of a conventional holder on the smoking machine, or by simply plugging the exits of the by-pass channels at the mouth-end of the cigarette with glue, so as to avoid that the by-pass air could enter the cigarette holder, thus decreasing the "tar" yield unrealistically.

Alternatively, the manufacturer or importer of a product with a by-pass filter could be asked to extend the overtipping paper on the mouth-end of the cigarette by one millimeter ("recess"). This would allow the by-pass air and the mainstream smoke to mix before entering the smoker's mouth, which would ensure that the reported "tar" figures would be correct, in particular, if the newly adopted re-definition of terms for the analytical smoking procedure were applied.



H. Gaisch

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